

A PUBLICATION OF ST. JAMES SAC

## How Can I Help You?

RETIRED BUSINESSMAN Keith Staples is the new Executive-in-Residence in George Brown's Business Division.

Funded by a private Foundation interested in trying new ideas in education, Staples is concentrating on bringing retired and active business people into the College to be guest lecturers and advisors.

These business people can be helpful in finding companies which will hire GBC graduates and provide work experience for students. Should these people be guests in your classroom, please be kind and attentive. They'll be just as uncomfortable in the classroom as you'd be in a corporate boardroom.

As Executive-in-Residence, Staples' role is to be a consultant to students and faculty. He urges students to start a business before they even start their college education.

"Job offers are practically guaranteed from a business recruiter if you can talk about your business in your resume—assuming you have good marks, too", says Staples.

He also stresses the importance of learning how to sell yourself. Come and talk to Staples to learn more about this one.

And Staples really is here to help you. He is in business, big and small, for 37 years and knows what it takes to succeed.

Call him at ext. 3225 or come to see him in Rm. 35. Sure, this is the Dean's office, but don't let that bother you. The Dean is supporting this program 100 percent. In fact, it was his idea! □

## CBFM—The Sound of George Brown

YES PEOPLE! The sounds that have been emanating through the halls of St. James Campus are coming from a radio station, BELIEVE IT OR NOT!

We are CBFM, and we are the campus station. We operate from the third floor, and try to give the student body of GBC good music, information, and commercials that concern the student body of social events.

We have a record library that will knock your socks off! So if there is anything that you'd like to hear, we'll try and get it on the air for you. But don't bother the jocks while they're on the air, because they have already programmed that time slot for that particular day. Get to them before they program their music. Then there's a chance.

The station has been undergoing vast changes in management as well as the technological aspects of a radio station. SAC is funding the changeover of more up-to-date equipment. CBFM would like to thank SAC at this time for furnishing the station with the needed equipment.

CBFM is a volunteer organization which, as stated before, is funded by the St. James SAC. The staff is composed of approximately 30 GBC students. We have had great response for volunteers to do the DJing. And we'd like to thank the student body for their enthusiasm and support.

If you think that the station or any of its people need improvement, we'll welcome your criticisms. But take note that we are a new station and most of our staff is attempting their positions for the first time. Give them a chance and they will probably turn out to be pretty good once they settle in to their jobs.

Listen in. We just might surprise you!! □

## Business Division Thinks Small

GEORGE BROWN'S Business Division is thinking small.

It's developing a specialty in arming potential owners and managers of small business with the skills they need.

The new concentration is designed to ease graduates' entry into the growing small business sector, and to develop a distinct identity for the division in the minds of potential students.

George Brown has to distinguish itself because all community colleges offer virtually identical business programs, says Dean Jack Wilson.

The division now offers a unique package of quality instruction, up-to-date equipment, and a set of practical learning opportunities for entrepreneurial-minded students, he says.

Starting this fall, the division will offer:

- A new three-year Small Business Administration Program, including two semesters of co-operative training in industry, that will give graduates a broadly-based business training.
- In-house training for students in a number of boutiques constructed in the atrium of the St. James Campus. Details of the operation of the small stores have yet to be finalized, but they could include outlets for clothing and snack foods.
- The services of a full-time Co-operative Education Manager who will arrange work terms for students in Retail Management, Small Business Administration and Physical Distribution programs. A special grant from the federal government is enabling the division to hire a manager.
- An expanded program of student-run corporations organized by new Executive-in-Residence Keith Staples. In the past, student corporations have learned business techniques—and raised money for their shareholders—by selling anything from plants to coffee mugs.

Staples, the former General Manager of the John A. Houston Company, says experience running small companies is invaluable to business students.

"If they fail, the experience is just about more valuable than if they succeed."

The new concentration on small business training is in reaction to recent changes in Canada's economy that could affect the division's placement rate, Wilson said.

Larger corporations—which have traditionally hired a large number of George Brown graduates—have learned from the recession that they can get along with fewer employees, he says, and jobs are now being created faster in small businesses.

But many small businesses fail because their owners and managers do not have the wide range of business skills they need to survive in a competitive marketplace.

"There is a lack of understanding of the rules of the game", Wilson says. □

## ATTENTION STUDENTS: St. James is Offering a Health Plan

THIS YEAR'S SAC of St. James is now offering an Accident and Sickness Plan to all full-time students. As registered students, you are automatically covered under the plan.

The policy which we attained is from the American Home Assurance Company. The benefits cover such things as accidental injuries, dental accident, reimbursement for medications, etc.

The plan does not provide for such things as hernias, suicide, etc.

The term of coverage extends from September 1, 1985 to June 1, 1986. If you wish to attain more information about the coverage, there are pamphlets available at the SAC office in Room 124. □

## FOR YOUR EYES ONLY: Business Students Take Note!

### INTERVIEW WITH George Czar, Accounts Executive

DURING THE SUMMER of '85, I had the distinct pleasure of meeting the accounts executive for one of the largest privately owned broadcasting stations in the world. George Czar represents CHUM Ltd.

Business students please take note, because Mr. Czar has been kind enough to bestow a few words of wisdom upon us.

**DIALOG** *What does your job entail?*

**MR. CZAR** I maintain all the advertising accounts for the radio station. My job is to ascertain a percentage of the business by negotiating on behalf of the station, with a potential client (i.e. the retailer). Most of this is done through advertising agencies.

**DIALOG** *How did you get started at CHUM and what previous work-related experience do you have?*

**MR. CZAR** Well, I have always been involved with this business one way or another. I used to be a record producer for a company by the name of "The Record Plant" in Los Angeles. And before I came to CHUM I was the accounts executive for NBC.

As for getting started at CHUM, I grew up in Toronto, listening to CHUM. It was always in the back of my mind.

**DIALOG** *What educational background do you have?*

**MR. CZAR** One year at the University of Western Ontario, in London, Ont. and one year at York University, here in Toronto.

**DIALOG** *Do you have any advice for the business students here at GBC?*

**MR. CZAR** Be sure to get involved with qualitative data, relating to the field of your choice. Keep your finger on the pulse of what's happening.

We'd like to thank Mr. Czar for his time and hope that all the business students here at the college can benefit from his experience. □

**ENDNOTE:** Mr. Czar was interviewed by Christ Holroyd. Ms. Holroyd is a 2nd year Marketing student at GBC. DIALOG would like to thank her for this article.

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OSSE, 252 Bloor St. West  
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"Public Education:  
Preparing for the World of Work—  
Mission Impossible?"

Wednesday, October 23, 1985  
Council Chambers, Toronto City Hall  
**Rosemary Brown**  
"Public Education for Equality?"

Tuesday, October 29, 1985  
Jarvis Collegiate, 490 Jarvis St.  
**Margaret Atwood**  
"Public Education:  
Should We Have Any?"

Wednesday, November 6, 1985  
St. Lawrence Centre, 27 Front St. East  
**Larry Grossman**  
"Public Education:  
Curriculum for Public Participation"

Monday, November 18, 1985  
Convocation Hall, University of Toronto  
**Stephen Lewis**  
"Public Education for World Citizenship"

**7:30 PM**  
**FREE**  
(doors open at 7 p.m.)

in co-operation with  
CentreStage Forum  
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Ryerson Polytechnical Institute  
Toronto Board of Education  
University of Toronto

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SDAY	FRIDAY	SATURDAY
	4	5
	11	12
	18	19
	25	26

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**Labatt's**  
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**FOR THE TASTE THAT'S CLEAN AND TRUE, CALL FOR THE BLUE.**

## What's Happening in Toronto!!

### "OUT IN THE STREET"

I HAD THE CHANCE recently to take in a local band, The River Street Band, doing a tribute to Bruce Springsteen and the "E Street Band". The guys that make up the River Street Band are polished performers.

When I spoke with the group's keyboard player, he told me that the band has been playing together for a few years. This has enabled them to pocket a large repertoire of the Boss's music. This includes keeping up to date with Springsteen's latest LP, Bobby Jean and No Surrender were two songs that were proof of their abilities. Along with their polished Bruce material, the band introduced some of their own stuff that came out so naturally. It showed the emotions that Springsteen's lyrics do.

The thing that I found strange is that the real gold mine of the group was not the lead singer (although he isn't too shabby), but rather the group's sax player. This man has got talent coming out his ears!! It was a shame to hear them do Jungleland and use an echo machine when the sax solo came up.

Overall, I think that the band can do away with the echo machine. It really did not make a big difference to the final product of the music.

It was also interesting to note that the group did renditions of Bruce's music that can not be heard on the radio or the LPs. It seems that the boys have landed a fair amount of Springsteen "bootlegs". In my opinion, this has helped the band establish a really sound cult following.

And if you have ever seen the real thing, Bruce dubs up his music in concert, which makes it more entertaining for the fans.

The lead singer's mannerisms were obviously studied and executed with the greatest of ease. But one helpful hint—if he could put more energy towards those mannerisms (if in fact that is what he is trying to do), the effect would be better.

In closing, if you have nothing to do one evening, and you hear about the River Street Band playing at one of the clubs, go take in the show. Open your ears real wide and enjoy. They'll impress the h--- out of ya!!! ☐

ST. JAMES' STUDENT COUNCIL  
presents...

**HALLOWE'EN**  
**AT THE ST. JAMES' CAFE**  
**friday, nov. 1<sup>st</sup>**

**Door prizes include a trip for two  
to the Quebec Winter Carnival!**  
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**Prizes for best costume, and...**

**Prizes for best pumpkin, too!**

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## DIALOG DIGEST

**October 25/85** The AFRO-CARIBBEAN Club is sponsoring their first social event of the year. It will be held at the Dosh Bhagat Temple, 62 Clermont Ave. (Bathurst & Queen). Look for details.

**October 31/85** The ACCOUNTING CLUB will be holding a Halloween Costume Raffle. Ticket sales are to be announced. Look for posters around the school.

**November 1/85** HALLOWEEN PUB. To be held at St. James Cafe. Fun, Prizes & Surprises!!

## VACATION STATION

St. James SAC Presents...

**NEW YORK CITY** December 30-January 2  
4 days & 3 nights, from \$215

**QUEBEC WINTER CARNIVAL** February 6th to 9th/86  
3 days & 2 nights, from \$119

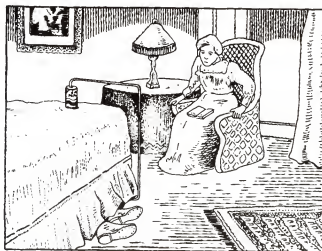
**MARCH BREAK** FORT LAUDERDALE!!  
6 nights & 7 days, from \$432

# BLOOD DONORS NEEDED

**November 4, in the ATRIUM**

**8 am 4 pm**

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